

# WORKBOOK.

major project

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MODULE: AD6207 Creative Design Practice

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**OBVIOUSLY.**

C O S M E T I C S

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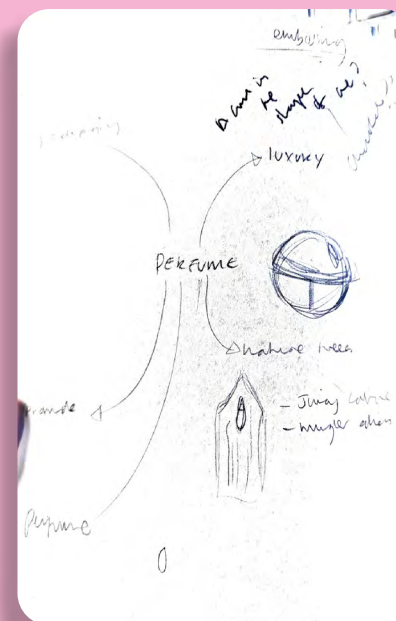
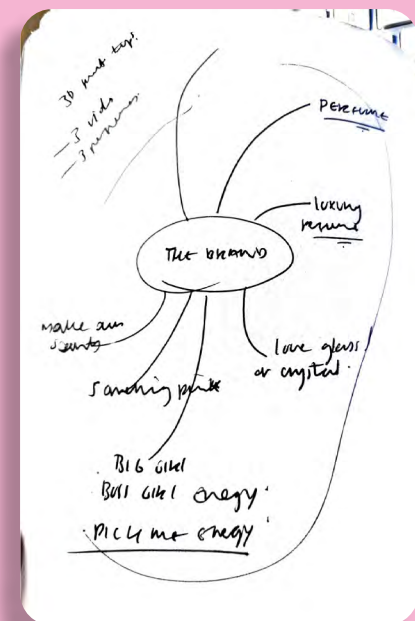
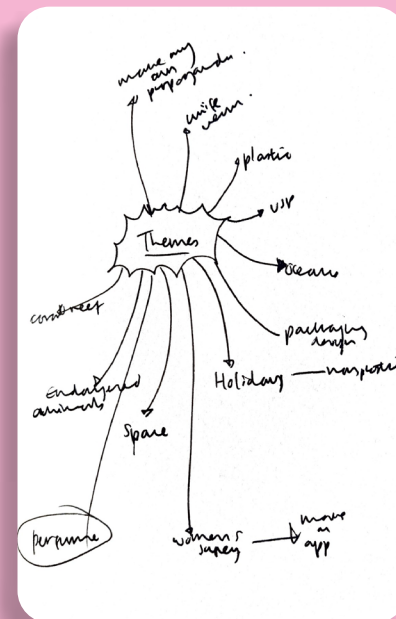
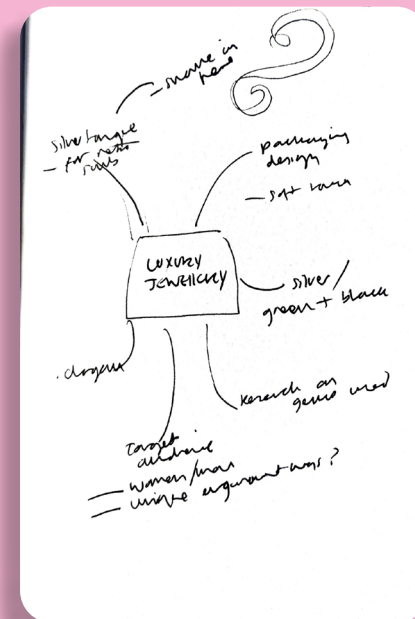
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**INITIAL IDEAS.**



## INITIAL IDEAS

**The brief for our final project was to be creative! I wanted my final project to reflect the things I had learnt throughout the year.**

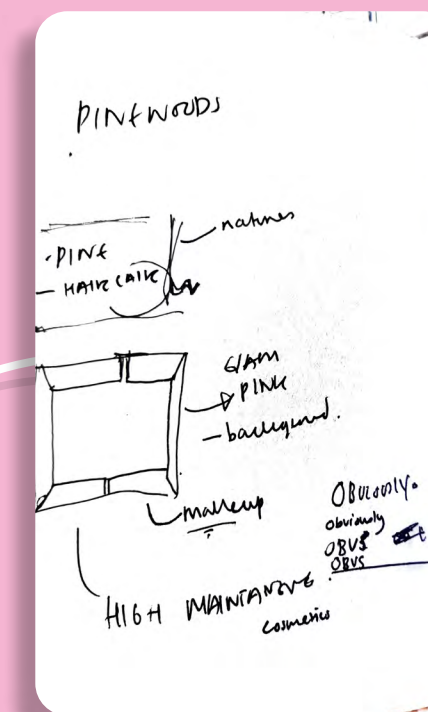
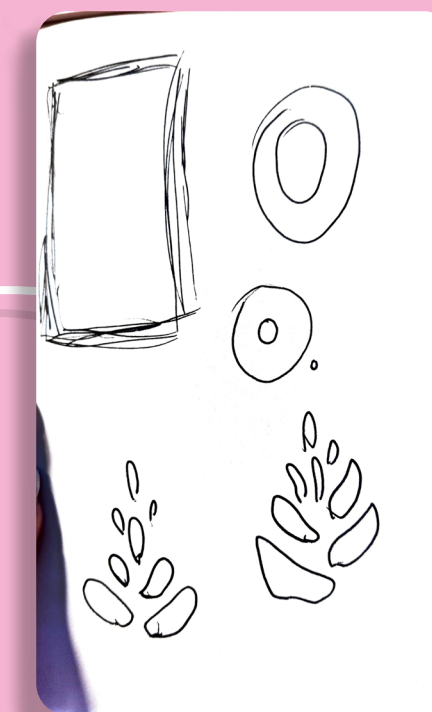
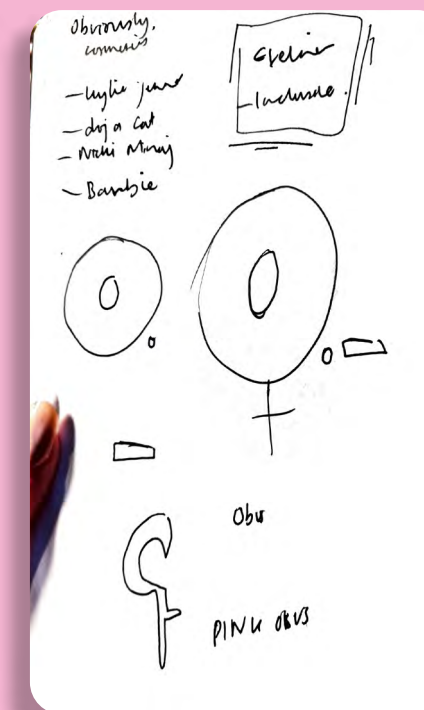
I decided to focus my project on branding and marketing. I began to brainstorm different ideas around a businesses I could create.

Some of these included luxury jewellery, perfume and food. My initial ideas focused on themes of nature, women and eloquence. From this point I knew I wanted to do something targeted to a female audience and a product that I would use everyday.

## IDEA DEVELOPMENT

I developed my ideas further and decided to focus my branding project on cosmetics. The cosmetic industry is highly saturated with loads of different brands/companies. I want to find a unique way to market cosmetic products, I will do this by creating a brand identity for a new cosmetics line.

I want to identify a problem within the industry that I can solve with a design solution. I want to have fun with this project! I plan to use a mixture of different media to create the final result.



## THE PROBLEM

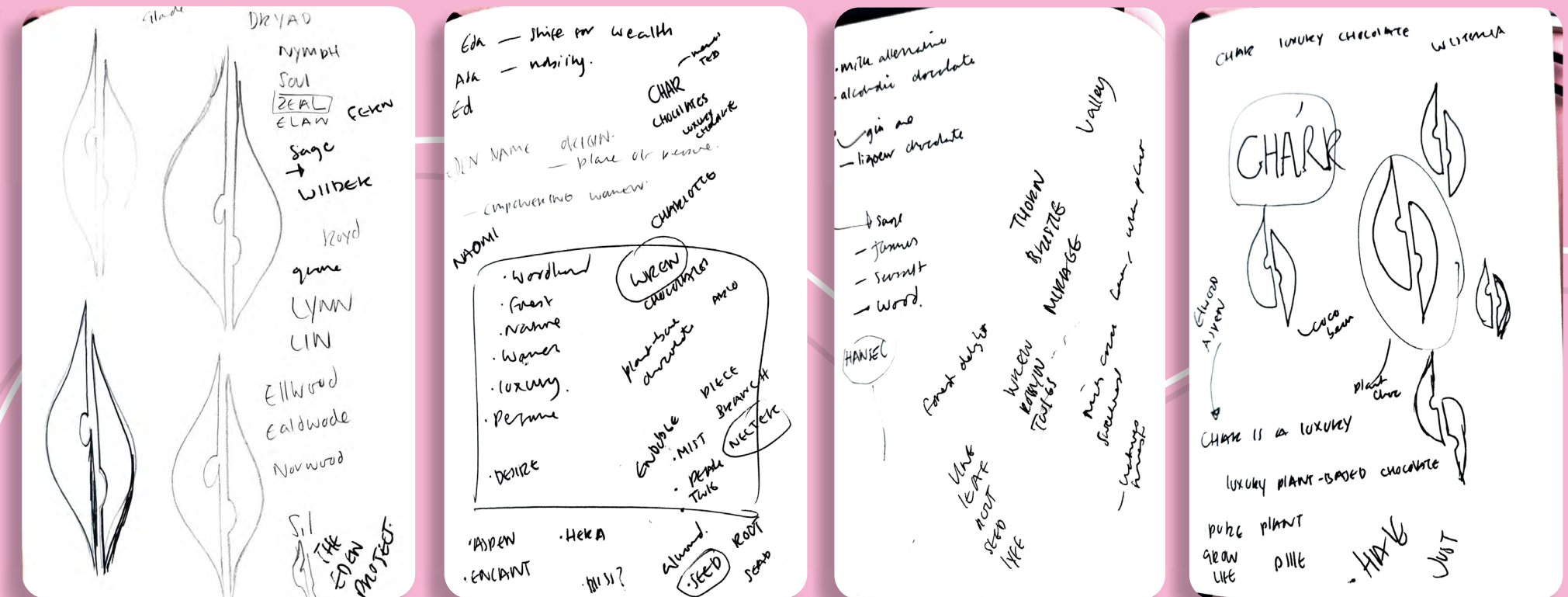
The cosmetic makeup industry is over-saturated with lots of different brands. However, not all cosmetic brands are accessible and use complicated names, packaging and marketing.

## THE SOLUTION

To create a cosmetic makeup brand that is accessible and easy to understand. To create a safe space within the industry and allow all kinds of people to know EXACTLY what they are purchasing.

## NAME IDEATION

I brainstormed many different design concepts and name ideas. I decided in the end to go with the name 'obviously cosmetics'. The word obviously is clear, defined and also has a bit of attitude. I think this will work well for the cosmetic brand identity I am proposing.





**RESEARCH.**

## WHAT ARE COSMETICS?

A 'cosmetic' is a substance used to enhance, clean or change the appearance of the skin, hair, nails or teeth. Cosmetics are usually a compound of different minerals and chemicals. There are a number of different kinds of cosmetics including:

- **Drugs:** Items used to medically treat patients internally or provide a relief in appearance/ touch externally. An example of this is tropical creams used to treat conditions such as eczema. Claim to have a therapeutic effect or prevent disease.
- **Natural Health Products:** The have natural active ingredients and claim to have therapeutic effects, this could be a herbal remedies such as creams, vitamins or teas.
- **Food Products:** Items intended to be eaten with no claims of therapeutic effect.
- **Pesticides:** Insect repellents, lotions and sprays.
- **Beauty Products:** Products used to enhance features with makeup, creams or lotions.

## THE COSMETIC INDUSTRY

The cosmetic industry is extremely diverse in terms of products, services and consumers. The main bulk of the industry manufactures and distributes cosmetic products such as colour cosmetics, skincare, haircare and toiletries.

The largest cosmetic companies today are L'Oreal, Estée Lauder, Coty, Nivea, Shiseido and Chanel. The cosmetic and perfume industry currently generates around 170 billion euros worldwide annually. The main consumer being a predominantly female audience.

### Sources:

<https://www.canada.ca/en/health-canada/services/cosmetics/what-is-cosmetic.html>  
[https://en.wikipedia.org/wiki/Cosmetic\\_industry](https://en.wikipedia.org/wiki/Cosmetic_industry)  
<https://www.loreal-paris.co.uk/>  
[https://www.estelauder.co.uk/?gclid=CjwKCAjw5dqgBhBNEiwA7PryaGTXQ8uXAQjb9MOIhft\\_zDvqDGCRSNAwTTbjHMF-3bK3ikjvY7feTRoCzOoQAvD\\_BwE&gclsrc=aw.ds](https://www.estelauder.co.uk/?gclid=CjwKCAjw5dqgBhBNEiwA7PryaGTXQ8uXAQjb9MOIhft_zDvqDGCRSNAwTTbjHMF-3bK3ikjvY7feTRoCzOoQAvD_BwE&gclsrc=aw.ds)  
<https://www.coty.com/>

L'ORÉAL  
PARIS

ESTÉE LAUDER



CHANEL

## COSMETIC INDUSTRY STATISTICS/GRAPHS

I found that the cosmetic industry took a slight dip in sales during the 2020 global pandemic. However, since then the cosmetic industry has grown astronomically with a forecast of a 600 billion dollar market size by 2027. Now that people are back to normality with work and social lives, people are spending more money on makeup. The United States spend the most on beauty products by a large amount, the UK in the top 6, this suggests that English speaking countries spend more on cosmetic products. I will target my audience towards the UK and US consumer.

Global Beauty Industry Market Size (2015–2027)



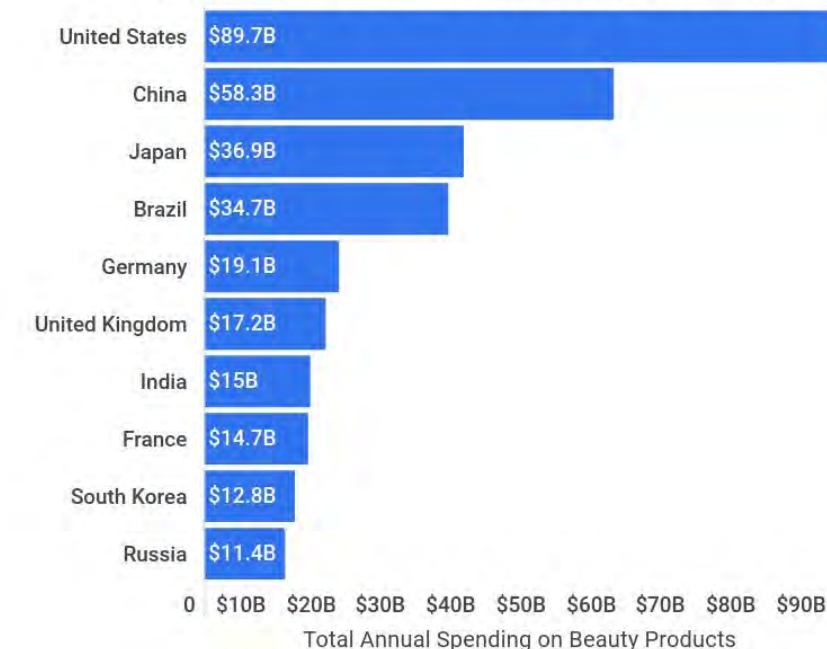
Source: Statista

OBERLO

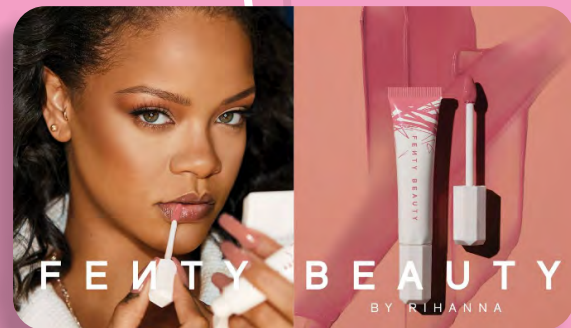
### Sources:

[https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.oberlo.com%2Fstatistics%2Fhow-much-is-the-beauty-industry-worth&psig=AOvVaw2clmFJqn\\_lbYb\\_](https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.oberlo.com%2Fstatistics%2Fhow-much-is-the-beauty-industry-worth&psig=AOvVaw2clmFJqn_lbYb_)  
[https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.zippia.com%2Fadvice%2Fcosmetics-industry-statistics%2F&psig=AOvVaw2clmFJqn\\_lbYb\\_](https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.zippia.com%2Fadvice%2Fcosmetics-industry-statistics%2F&psig=AOvVaw2clmFJqn_lbYb_)

SPENDING ON BEAUTY PRODUCTS BY COUNTRY







## MY FAVOURITE COSMETIC BRANDS

I am inspired by these brands in terms of message, values, marketing and design.

**Fenty Beauty**- A range of cosmetics that allows all 'women to feel included'. They have a wide range of products in all skin tones. I personally like the message of the brand as it is black owned and puts darker skin tones first when typically its more white tones. I love the hexagon packaging, brand colours and imagery.

**RARE Beauty**- A range of cosmetics that aims to "break down unrealistic standards of perfection" by promoting inclusivity and addressing mental health initiatives and education. The packaging is friendly for disabled people with quality products.

**KYLIE Cosmetics**- A cosmetic company that specialises in liquid lip kits. I like the design of these products, photography and colour palette.

Sources:

<https://fentybeauty.com/pages/about-fenty-beauty?lang=en-uk>  
<https://www.rarebeauty.com/>  
<https://kyliecosmetics.com/>

## COSMETIC PACKAGING

I am inspired by bold cosmetic packaging, I want my brand to stand out and have impact. I am inspired by these brands and their packaging. I plan to incorporate elements of the design in my own brand identity. However, I still need my brand to be unique.



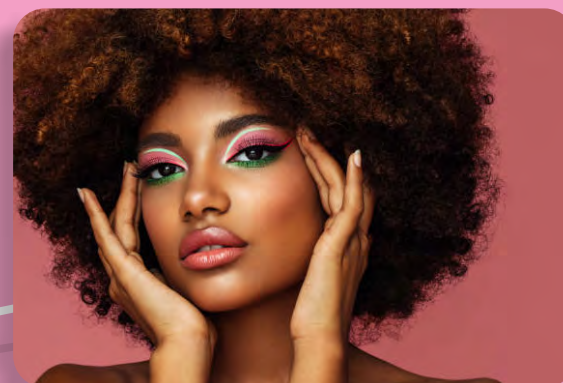
Sources:

<https://kyliecosmetics.com/>  
<https://www.glossier.com/collections/all>  
<https://milkmakeup.com/>



# COSMETIC PHOTOGRAPHY

I want to be creative with my cosmetic photography, I want to improve my skillset in this area. I plan to take pictures of a model and incorporate that within my branding. I really like these photos and take inspiration from them.



## Sources:

<https://www.istockphoto.com/photos/makeup-fashion>  
<https://kyliecosmetics.com/>  
<https://www.boots.com/florence-by-mills/discover-florence-by-mills>  
<https://www.benefitcosmetics.com/en->

# MUSIC INSPIRATIONS

I really like the style of these music artists. I want to incorporate their fashion within my designs, such as colour, texture and shape. I feel their personalities are reflected in their choice of clothing, makeup and accessories.

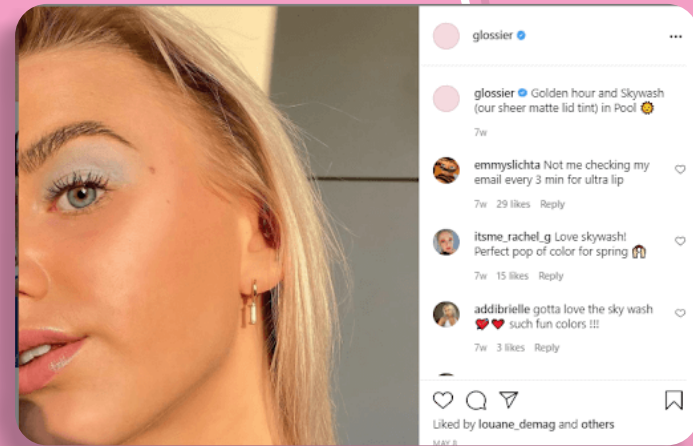
- DOJA CAT
- LIZZO
- NICKI MINAJ
- LADY GAGA

## Sources:

[https://www.reddit.com/r/DojaCat/comments/s1p4sg/hot\\_pink/](https://www.reddit.com/r/DojaCat/comments/s1p4sg/hot_pink/)  
<https://www.popsugar.co.uk/fashion/lizzo-hot-pink-catsuit-global-citizen-live-photos-48522694>  
<https://thatgrapejuice.net/2020/11/stream-nicki-minaj-pink-friday-the-complete-edition/>  
<https://www.gaytimes.co.uk/culture/lady-gagas-limited-edition-pink-chromatica-oreos-are-causing-a-storm-online-and-heres-why/>







GLOSSIER: ANYONE CAN BE AN INFLUENCER



NYX: MAKEUP COMPETITION



RIMMEL: I WILL NOT BE DELETED

## BEAUTY MARKETING CAMPAIGNS

Beauty marketing campaigns help cosmetic companies reach more people and entice consumers to buy their products. Currently, 96% of beauty brands have a social media account and 63% of consumers trust a brand with an Instagram account more. These are a few of my favourite beauty campaigns:

### GLOSSIER: ANYONE CAN BE AN INFLUENCER

Glossier targeted the 'micro' influencer and engaged regular people who wanted to post reviews online. They see their customers as influencers - everyone has a voice.

### NYX: MAKEUP COMPETITION

Every year NYX cosmetics has a competition for makeup professionals. They send products to professional artists who create amazing content to win a cash prize and the face of NYX. A great way to show people the multitude of ways to get creative with their products.

### RIMMEL: I WILL NOT BE DELETED

Rimmel picked a cause to help market the brand to more people and promote a positive message. The campaign I WILL NOT BE DELETED attempts to raise awareness of cyberbullying and how it affects women regardless of their status or their looks.

#### Sources:

<https://www.socialfix.com/9-best-beauty-brand-campaigns/>

## PRINT/ TRADITIONAL MEDIA

Although digital marketing is currently the most popular form of media, I plan on creating some forms of traditional media within my project. I want to create a cosmetic catalogue, flyers, leaflets and some posters. I think the combination of all these different elements creates good content for a multitude of uses and audiences.



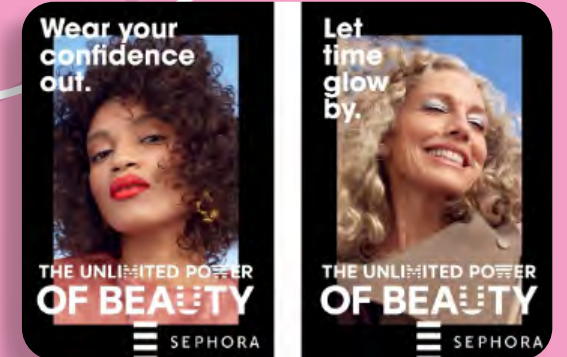
COSMETIC CATALOGUE



COSMETIC FLYER



COSMETIC LEAFLET



COSMETIC POSTER

#### Sources:

behance.com  
pinterest.com  
[https://www.google.com/  
url?sa=i&url=https%3A%2F%2Fwww.](https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.)

# FACE PRODUCTS

Market research on cosmetic face products.



## COSMETIC: Foundation

**PURPOSE:** This product is meant to act as the groundwork for your entire makeup look. The right formula can help cover blemishes, correct your skin tone, blur imperfections, and create an overall smooth and even canvas.

**DESCRIPTION:** Liquid foundation is a basic term for foundations that come in liquid form. There are many specialized versions, including oil-free, oil-based, waterproof and even 24-hour. They can go from medium to full coverage depending on how much you apply.

**PRICE RANGE:** £10 - £40

- Sources:
- <https://www.lorealparisusa.com/beauty-magazine/makeup/face-makeup/what-is-foundation-makeup#:~:text=This%20product%20is%20meant%20to,overall%20smooth%20and%20even%20canvas.>
  - <https://www.liveabout.com/types-of-makeup-foundations-346071#:~:text=Liquid%20foundation%20is%20a%20basic,on%20how%20much%20you%20apply.>
  - <https://www.neutrogena.com/the-bar/six-different-uses-of-concealer.html#:~:text=Concealer%20is%20similar%20to%20foundation,Oh%2C%20and%20less%20is%20more.>
  - <https://www.byrdie.com/bronzer-vs-blush#:~:text=Blush%20is%20ideal%20for%20adding,creating%20a%20sun%20kissed%20glow.>



## COSMETIC: Concealer

**PURPOSE:** Concealer is similar to foundation except it's generally thicker and hides dark circles, age spots, blemishes and more by hiding pigments and blending these imperfections into the skin.

**DESCRIPTION:** A concealer or colour corrector is a type of cosmetic that is used to mask imperfections on the skin. These imperfections can include dark circles under the eyes, blemishes, and hyper-pigmentation.

**PRICE RANGE:** £5 - £27



## COSMETIC: Blush

**PURPOSE:** Blush is ideal for adding a hint of natural colour to the cheeks. This is perfect if you're looking for a vibrant, fresh-faced look.

**DESCRIPTION:** Blush, also called blusher or rouge, is a cosmetic product applied to the cheeks. Typically blush is found in shades of pink and red, but also can be found in oranges, browns, and non-traditional colours such as purples and blues.

**PRICE RANGE:** £4 - £40

# EYE PRODUCTS

Market research on cosmetic eye products.



## COSMETIC: Mascara

**PURPOSE:** Mascaras are pigmented preparations for application to the eyelashes to make them look darker and longer and to make the whites of the eyes look brighter by contrast.

**DESCRIPTION:** Mascaras are products intended to enhance the appearance of the eyes by thickening, lengthening, and usually darkening the eyelashes. Mascaras are usually applied with a brush. Mascaras contain special ingredients that apply the product where it is needed in a precise and controlled manner.

**PRICE RANGE:** £8- £35



## COSMETIC: Eyeliner

**PURPOSE:** Eyeliners are products that apply colour to the area around the eyes to accent and highlight appearance of the eyes. Eyeliners are used to emphasize the eyelids and/or to change the perceived shape of the eyes.

**DESCRIPTION:** Liquid eye liner is an opaque liquid that usually comes in a small bottle and is typically applied with a small sharp-tipped brush. It creates a clean, precise line. This type of eye liner is best used to create sharp, winged eyeliner.

**PRICE RANGE:** £2 - £25

- Sources:
- <https://www.thefactsabout.co.uk/how-mascara-works#:~:text=Mascaras%20are%20pigmented%20preparations%20for,eyes%20look%20brighter%20by%20contrast>
  - <https://www.cosmeticsinfo.org/products/mascara/#:~:text=Mascaras%20are%20products%20intended%20to,a%20precise%20and%20controlled%20manner.>
  - <https://www.glamourmagazine.co.uk/gallery/best-liquid-eyeliner>



LIP PRODUCTS

Market research on cosmetic lip products.



COSMETIC: Lipgloss

**PURPOSE:** The main purpose of a Lipgloss is to give lips a shiny lustre slick finish and in some cases to add subtle colour. Lipglosses can be in liquid form or an easy-to-apply solid. They are typically shiny, but can also have a glittery, opalescent, or metallic finish.

**DESCRIPTION:**  
a cosmetic used to give shine, and often a tint, to the lips.

**PRICE RANGE:** £10 - £25

Sources:

- <https://www.maccosmetics.co.uk/ask-makeup-artist/lips/what-is-the-purpose-of-lipgloss#:~:text=The%20main%20purpose%20of%20a,%2C%20opalescent%2C%20or%20metallic%20finish.>
- <https://www.feelunique.com/p/Huda-Bauty-Power-Bullet-Matte-Lipstick-3g#:~:text=Product%20Description&text=Huda%20Bauty%20Power%20Bullet%20Matte%20Lipstick%20combines%20unrivala%20pigmentation%20with,consistent%2C%20full%2Dcoverage%20application.>
- <https://www.masterclass.com/articles/how-to-apply-liquid-lipstick>
- <https://shop.recodestudios.com/blogs/beauty/liquid-lipstick-vs-normal-lipstick#:~:text=Liquid%20lipstick%20has%20high%20pigmentation,then%20you%20need%20liquid%20lipstick.>



COSMETIC: Liquid Lipstick

**PURPOSE:** Liquid lipstick is a lip makeup product that brings colour and sheen to lips. Unlike traditional lipstick—a solid tube of wax and pigment—liquid lipstick is a liquid formula. Liquid lipstick comes in a tube with a sponge-tipped brush applicator.

**DESCRIPTION:** Liquid lipstick has high pigmentation. You can achieve your look with just one swipe of liquid lipstick. Liquid lipsticks are not feeling heavy on lips and give a smooth look. So if you love bold lips, then you need liquid lipstick.

**PRICE RANGE:** £8 - £30



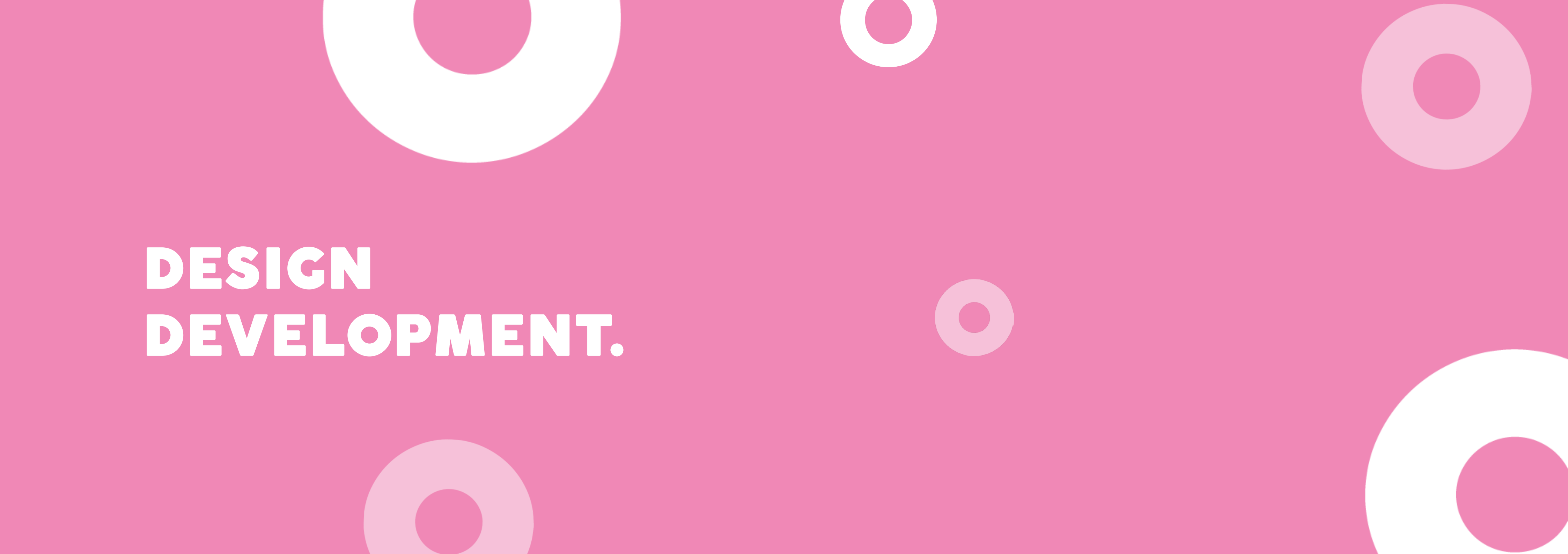
SHERLOCK MOODBOARD

I am thinking of making a cosmetic campaign/ product inspired by the phrase ‘no shit Sherlock’. The phrase is a synonym for the word ‘obviously’. I think it would be a funny campaign that would relate well with the brand.

I want to use iconic Sherlock imagery around this that people will recognise. I will use this moodboard as inspiration.

Sources:

- [https://www.google.com/url?sa=i&url=https%3A%2F%2Fvictorianweb.org%2Fart%2Fillustration%2Fpagets%2Fintroduction.html&psig=AOvVaw0p\\_Ezt0ZFyKqh\\_](https://www.google.com/url?sa=i&url=https%3A%2F%2Fvictorianweb.org%2Fart%2Fillustration%2Fpagets%2Fintroduction.html&psig=AOvVaw0p_Ezt0ZFyKqh_)
- [https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.pinterest.com%2Fpin%2F700309810776521377%2F&psig=AOvVaw0p\\_Ezt0ZFyKqh\\_](https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.pinterest.com%2Fpin%2F700309810776521377%2F&psig=AOvVaw0p_Ezt0ZFyKqh_)
- [https://www.google.com/url?sa=i&url=https%3A%2F%2Fdepositphotos.com%2Fstock-photos%2Fsherlock-holmes.html&psig=AOvVaw0p\\_Ezt0ZFyKqh\\_](https://www.google.com/url?sa=i&url=https%3A%2F%2Fdepositphotos.com%2Fstock-photos%2Fsherlock-holmes.html&psig=AOvVaw0p_Ezt0ZFyKqh_)

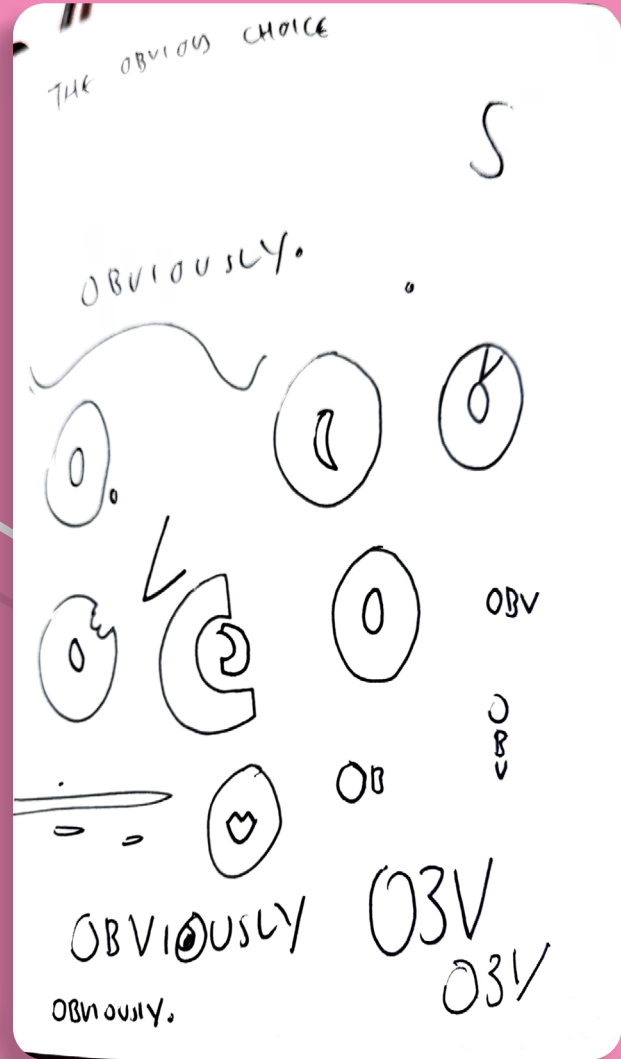
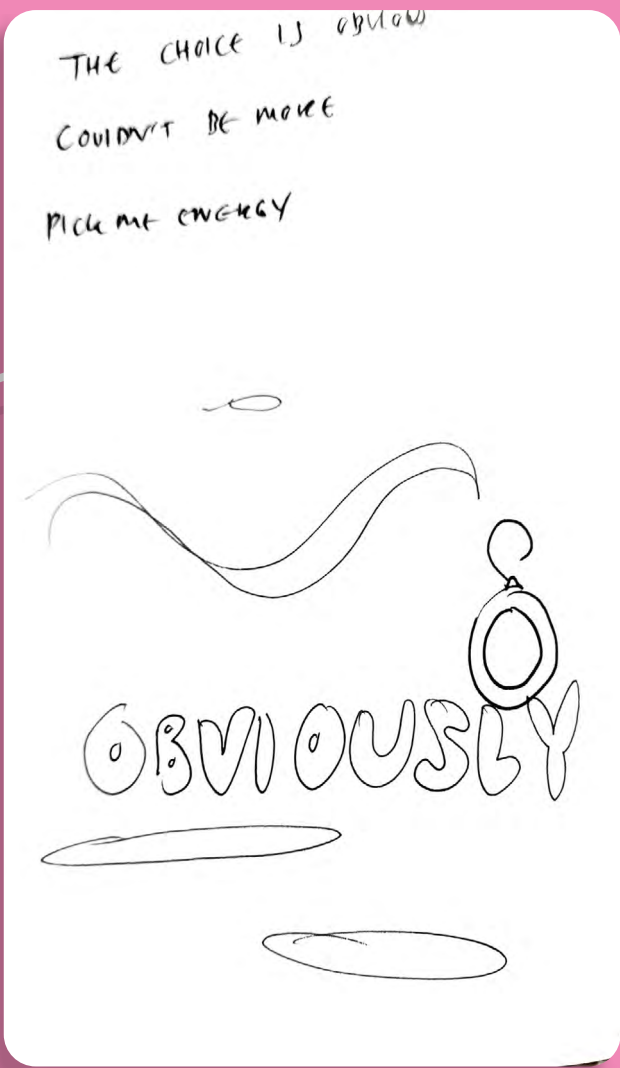
The background is a solid pink color. It is decorated with several circles of varying sizes and colors. There are three white circles: one large one in the top left, one medium one in the top center, and one large one in the bottom right. There are three light pink circles: one medium one in the top right, one small one in the center, and one medium one in the bottom left.

**DESIGN  
DEVELOPMENT.**



DESIGN SKETCHES

I started the design process by sketching some rough ideas into my sketchbook. I wanted the branding to be bold and 'obvious'.



OBVIOUSLY.

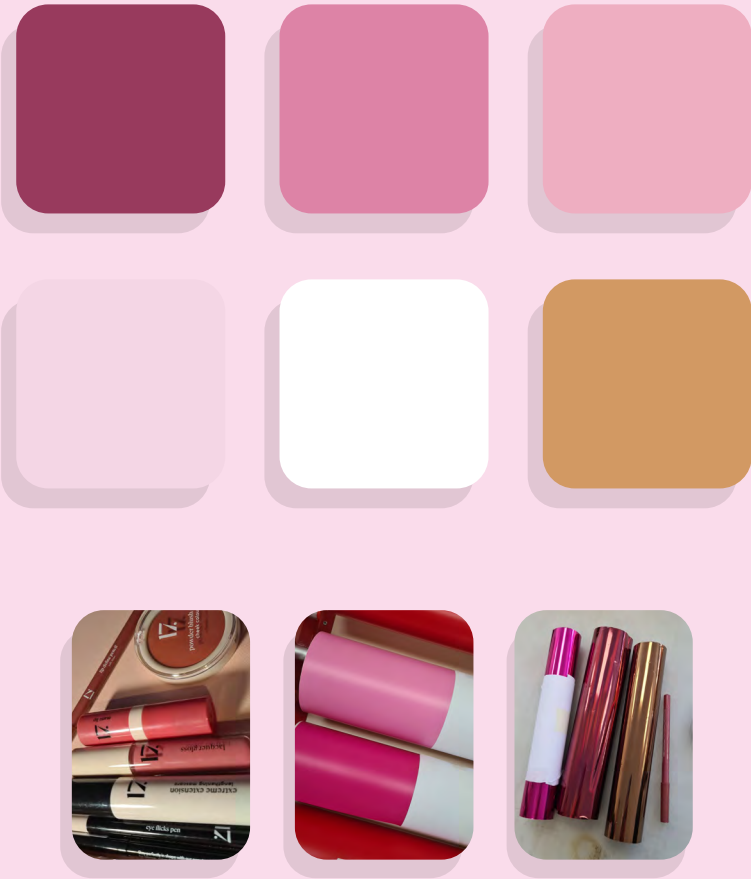
OBVIOUSLY

OBVIOUSLY

OBVIOUSLY

OBVIOUSLY.

OBVIOUSLY



I wanted to try out a load of different fonts for the 'obviously' brand identity. I wanted the font to be bold, bouncy and readable.

I decided to go for this colour pallet which consist of different tones of pink. I think pink is a very bright, playful colour while being versatile. It also grabs the attention of people. I was inspired by the vinyl in the print room at the university. I also want to use hints of gold within my work.

LOGO DEVELOPMENT

Once I found a font that I liked I began to personalise it even more. In Illustrator I created outlines and used the pen tool to edit the shape of the text. I found that I like the 'B' to be curved around the 'O'. I also changed the other letters to have more originality and a curved structure. Overall, it gives the wordmark a more consistent style.

OBVIOUSLY.	OBV.	OB
OBVIOUSLY.	OBV.	VS.
OBVIOUSLY.	OBV.	OB
OBVIOUSLY.	OBV	VS.
OBVIOUSLY.	OBVS.	○
OBVIOUSLY.	OBVS.	Ⓡ

FINAL LOGO DESIGN

OBVIOUSLY.
OBVIOUSLY.
COSMETICS
OBVS.

WORDS AND PHRASES

It was actually quite hard to come up with words and phrases for the word ‘obviously’. I decided to relate it to words such as ‘obvious’ or ‘obvs’ instead; or with synonyms. I want to use some of these throughout the cosmetic catalogue and in beauty campaigns.

THE OBVIOUS CHOICE.

NO IFS OR BUTS ABOUT IT.

IT’S BLATANTLY OBVIOUS.

DUH.

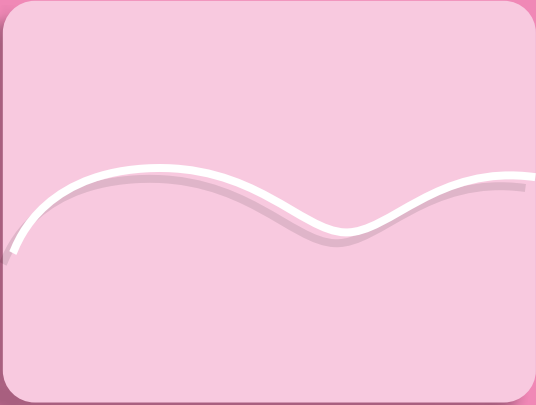
NO SHIT SHERLOCK.

OBVS POVS.

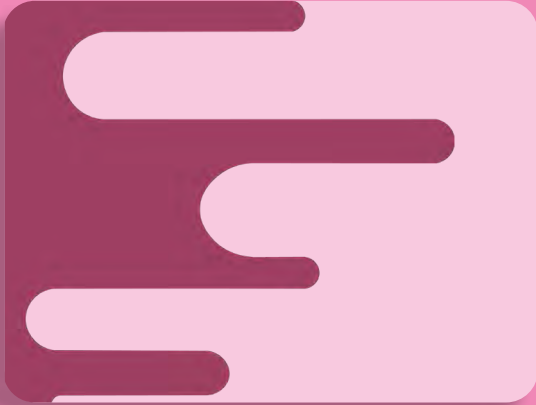
DESIGN ASSETS

A collection of the main design assets used for obviously cosmetic branding.

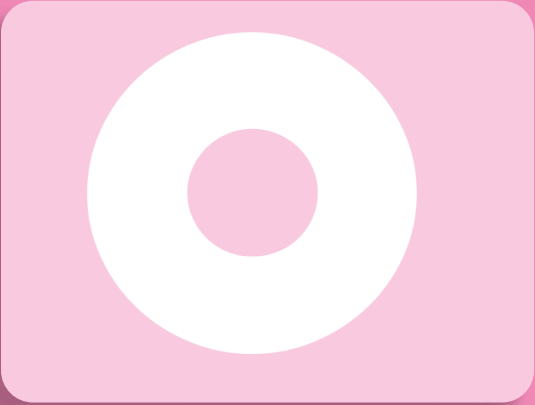
LINE WITH SHADOW



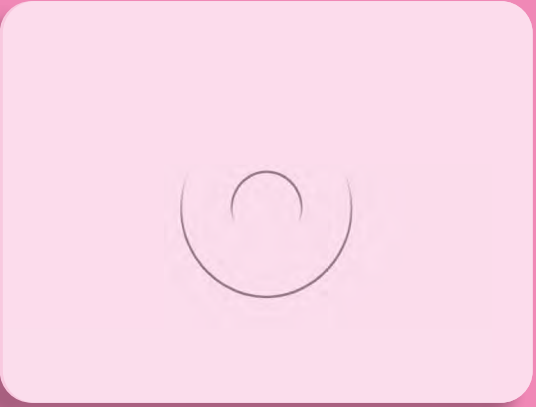
DRIPS



THE ‘O’



EMBOSSED STYLE



MAIN LOGO

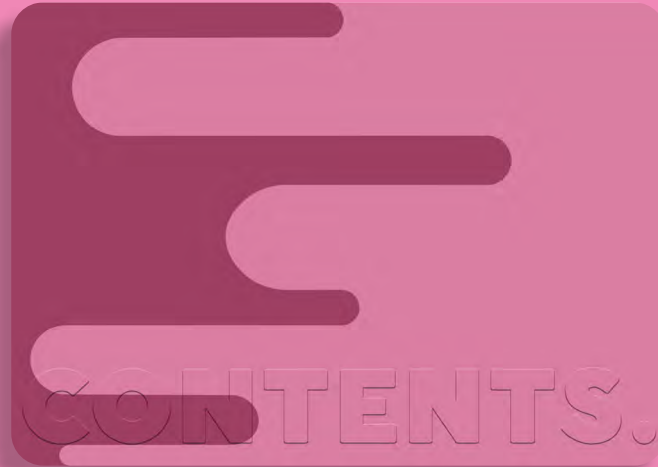


SUB LOGO



DESIGN ASSETS: HOW I USE THEM

I will use the main design assets over all elements of the obviously branding. I will use them in video, print, social graphics and product packaging. Here are a few examples:



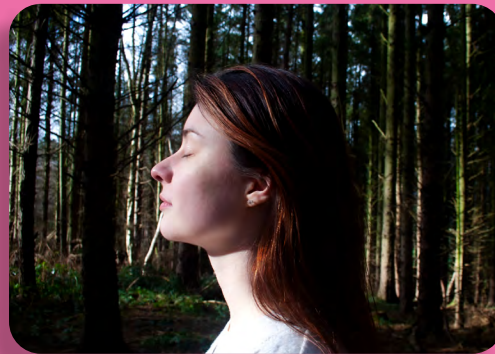
BRAND PATTERN

I created this brand pattern using the 'O' design asset. I changed the opacity, size and thickness of the Os to create good composition and variation. I will use this throughout the 'obviously' branding.



# **PHOTOGRAPHY PROCESS.**





## PHOTOGRAPHY DEVELOPMENT

I decided for this project I wanted to experiment with my own photography. In the previous mini project I used my own pictures and found the whole creative process more fun! I wanted to improve my skills, in not only taking the pictures, but also with lighting, editing and photo composition.

I practiced taking pictures with my friend Charlotte as my model. We went into a near by woodland area and took pictures in natural lighting/setting; I used a canon dslr camera. I was really pleased with how these came out so I decided to use similar work in this project.

In this project I will be making product mockups (both physical and edited). Charlotte will also be the model in these pictures, I plan to do portrait and product shots. I will use studio lighting and have an editorial/catalogue style result.

## PROCESS OF MAKING PHYSICAL PRODUCT MOCKUPS

I decided to make physical mockups of the obviously cosmetic products. I thought this would look more organic to the viewer in video/ photo advertisements. I did this by creating chrome vinyl stickers using the obviously logo and sticking these onto plain cosmetic products (I did this with Tom at University). I bought cheap makeup packaging and scrapped the original label off, this caused the packaging to look a bit textured - but I just edited this out in post production. The whole process was really fun and different as I've never made physical mockups before.

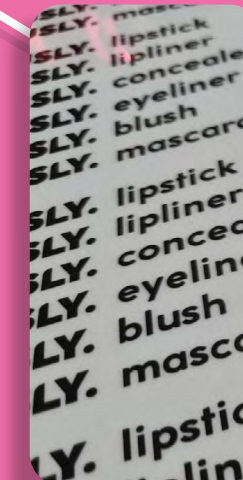


## PREPPING THE PRODUCTS



## CHROME & VINYL MATERIALS

## ME CUTTING OUT STICKERS







### PHYSICAL COSMETIC MOCKUPS

The process of making these mockups took a few hours for the whole process - including prep work, design, print and placement. Overall I am happy with the outcome, I believe in a video format it would be believable to a consumer. I also enjoyed the process of making them.

However, if I were to make these again I would find a different method of removing the original label. The final products look quite textured, not giving the clean cut finish I want for the brand. I can edit this out in post production but it kind of defeats the point of making them in the first place.

I will use these for video and some promotional pictures. I will probably make separate digital mockups for the cosmetic catalogue. I want the images to look really professional and readable.

### IN THE STUDIO

I booked out the photography studio at the University for a 2 hour session. Both Tabitha and Tom (technicians) helped me to set up the backdrop with my dslr camera, tripod and LED lighting. The backdrop is vinyl from the printing studio, I really like the colour and texture so decided to use it within the photo-shoot. My friend Charlotte was the model for the shoot. I took mainly beauty / portrait shots with some product photos too. At this time we also filmed video using my phone camera.







## RAW IMAGES

I took ALOT of pictures in the studio, mostly beauty shots or with Charlotte using the products. I wanted the pictures to have a youthful and fun vibe. I use props such as hair rollers to add a bit of narrative into the pictures. I was trying to tell the story of a girl getting ready for maybe a night out or just a simple day look.

I think these raw images came out quite good, however in editing I want to clean up the products, make colours brighter and add some branding.

## EDITING PICTURES

I ended up editing the pictures quite a lot, I plan to use these in a cosmetic catalogue and on promotional posters. I had to change the image backgrounds to fit the new size of A4 landscape, I did this using content awareness in Photoshop. I also made the images brighter, high contrast, more saturated and adjusted the hues; I also changed some colours to fit more with the branding. I fixed any bad texture within the product pictures to make them more clean cut. I finally adding the obviously branding within the images to keep it consistent.





PRODUCT PICTURES

Within the studio session I took alot of product pictures, I am happy with most of them! These are a couple of pictures I plan to use within my cosmetic catalogue, I will probably use some others too. Despite this I want to make some digital mockups so I can play around with the packaging abit more and have cleaner product pictures.



DIGITAL MOCKUPS

I made these mockups using Photoshop, I wanted the products to have a consistent brand style and add some more design features. The making of these took me quite along time, I had to learn how to make masks properly in Photoshop, the effects panel, colour changing and much more! I am happy with how these turned out and I've learnt a lot while making them.





**VIDEO  
PROCESS.**





## TIKTOK VIDEO

Tiktok is a social media platform where people post content on all kinds of subjects. At the moment, beauty influencers and content creators are extremely popular on Tiktok. They post product reviews, beauty routines and a day in the life. The main target audience for tiktok are gen z, young adults.

I want to create a video inspired by the beauty tiktok format. I plan to create a video, where my model Charlotte, will use the obviously products. I want to use this to create hype around the brand and encourage sales.

I believe brands are most successful when they market in numerous ways. I plan to use both digital and traditional media to promote obviously cosmetics.

Sources:

[tiktok.com](https://www.tiktok.com)

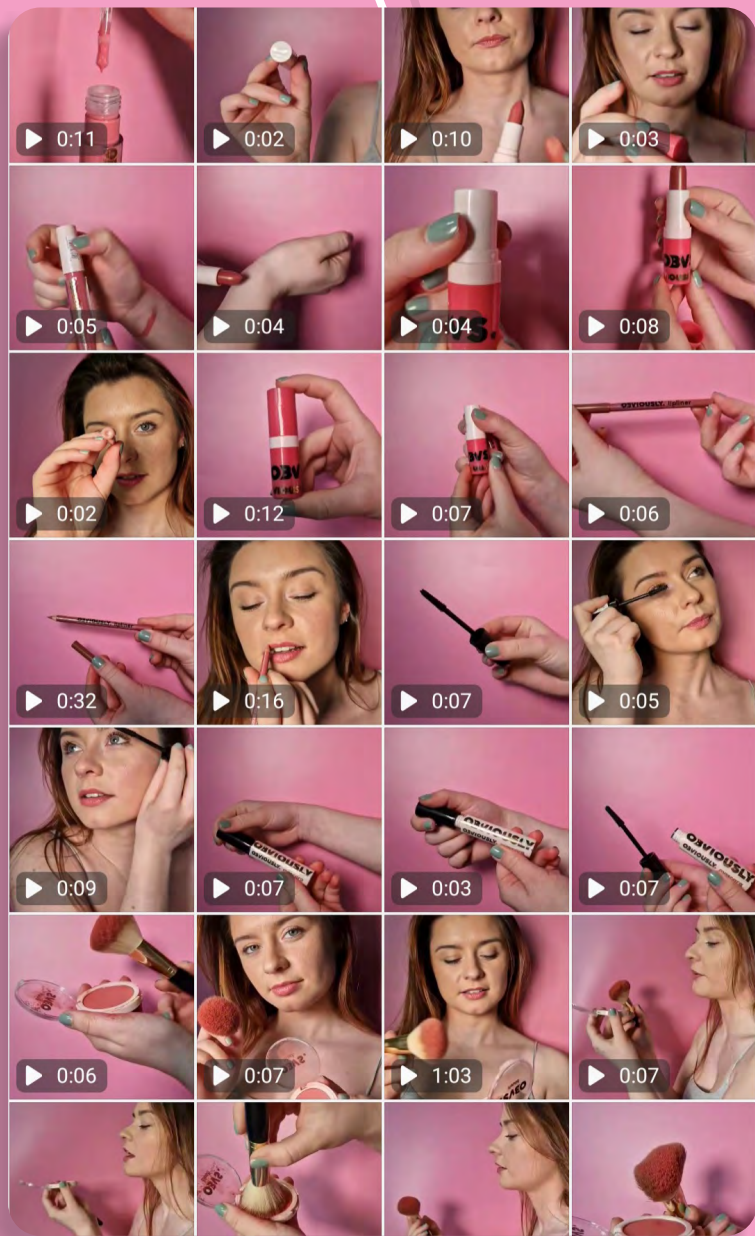


## STORYBOARD

I created a very rough storyboard to follow while filming and editing my video. I wanted to have close up shots of the products and have my model Charlotte interact with them.

Although I want the video to emulate beauty videos that are trending and popular on tiktok. I want to make sure it is still unique and able to stand out among the sea of other beauty videos.

I plan to take a lot of raw footage and add more design elements in post production. I want to add some motion graphics, type and music. Hopefully all this combined will create a great video!



## FILMING

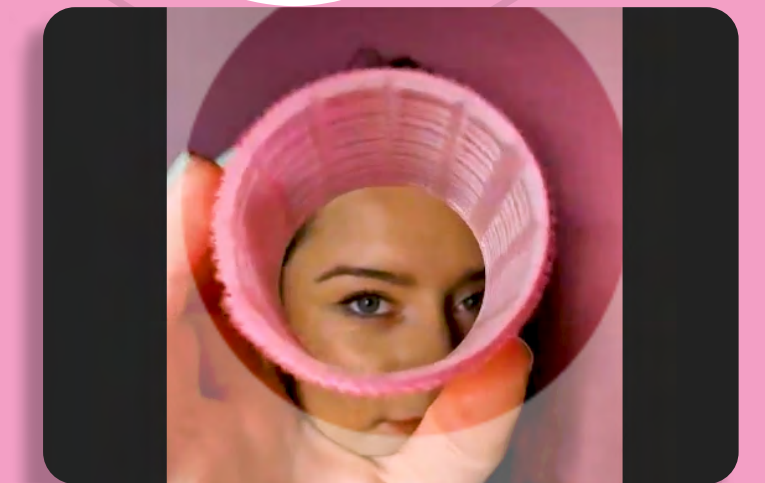
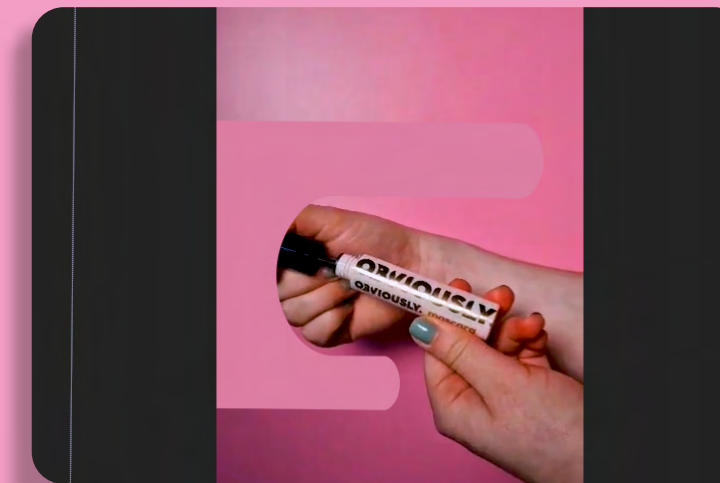
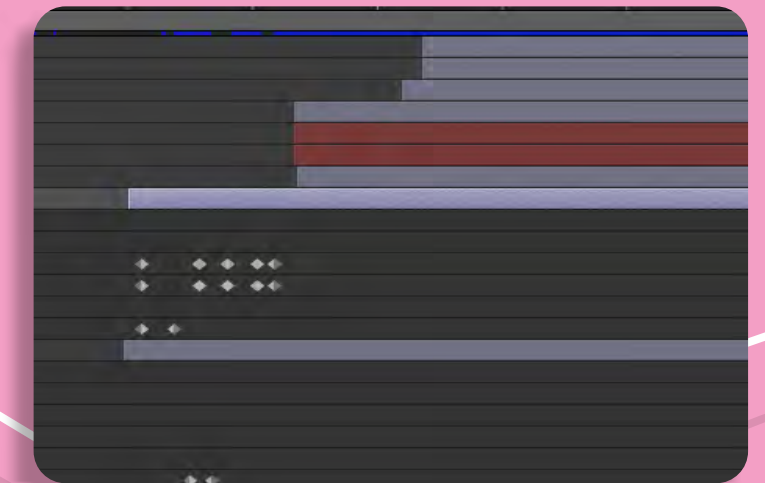
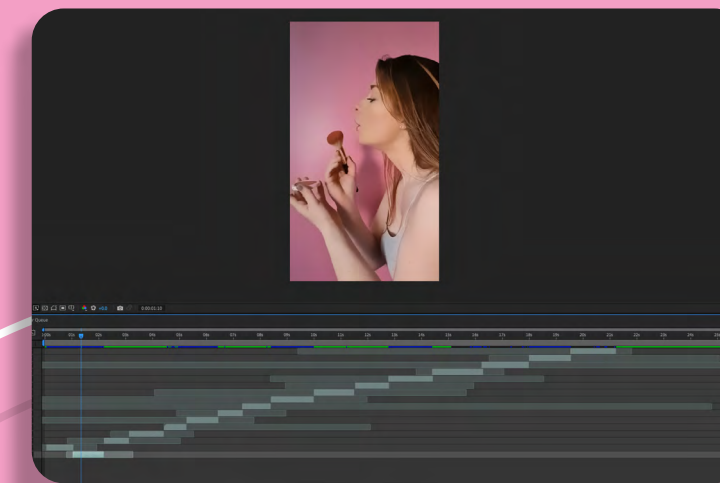
In the studio, I took a lot of footage on my phone camera. I decided I wanted to use my phone instead of a DSLR camera as it would keep the content authentic to the tiktok style.

I took around an hours footage of small clips with Charlotte using the products. I also filmed some filler content that was related to the 'O' within the obviously logo. I decided to make that a big feature of the video , it acted as a hook so people would remember it.

It was a lot of fun filming this video!

## VIDEO EDITING

I edited the video using After Effects, in this Adobe software I was able to add some design elements, motion graphics, correct colouring, smooth areas and create nice transitions. I created little animations in Procreate and layed them over some product shots. It just added a bit more visual interest and went well with video style. I made the O a centre piece within the video and used props such as the hair rollers to emphasize this. The whole process took a day or two to complete, I rendered in a tiktok format.







## MUSIC

Skylar Stecker is an American singer and actress. I used her song 'Obviously' from her second album 'Redemption' which was released in 2019.

I used this song due to the lyrics 'obvious' which fit well with the brand and video. I also like the style, its very youthful and in the pop genre.

I edited the song slightly in After Effects, I wanted the song to leave on a good cadance and end with the word 'obvious'.

### Sources:

[https://en.wikipedia.org/wiki/Skylar\\_Stecker](https://en.wikipedia.org/wiki/Skylar_Stecker)



## FINAL VIDEO

Please watch the final video here: <https://youtube.com/shorts/kdGdEOIFPSM?feature=share>

The background is a solid pink color. It features several concentric circles of varying sizes and colors. In the top left, there is a large white circle. In the top right, there is a medium-sized light pink circle. In the center right, there is a small light pink circle. In the bottom left, there is a medium-sized light pink circle. In the bottom right, there is a large white circle.

**EXHIBITION PLAN.**

WHAT I PLAN ON MAKING

The final exhibition will showcase the Obviously Cosmetic brand, I plan to use both digital and traditional media if possible. Here's a list of what I plan to do:

- 1 x A4 booklet (cosmetic catalogue).
- 1 x A5 booklet (brand guidelines).
- 1 x Cosmetic Leaflet.
- 7 x Product Flyers.
- 3 x A0 prints of campaign posters.
- 1 x promotional video.